

D5C

DESIGNED COMMUNICATIONS

D5C FACT SHEET

Established in 1983 as Lunn Dyer, D5C continues to operate today as an independent design firm specialising in corporate identity and communications. We add value to your company or brand. We do this by creating or exploiting the intrinsic story that is the basis for the relationship between your brand and its users. This means uncovering the source of its meaning and then embodying that meaning in a relevant and unique design solution. It means thinking creatively as well as executing with flair and an eye to the long term.

Great design creates brand believers who feel recognized in the way in which a brand looks, feels and talks about itself. Your story becomes part of their story. Brand believers pay a premium for this sense of belonging. They demonstrate loyalty, they become brand advocates and they ensure brand resilience when times get tough.

We have over 25 successful years of brand experience, an impressive client list, exceptional creative work and a unique, disciplined, cost effective working methodology.

We work small to ensure the appropriate involvement of project partners and to ensure our ability to meet deadlines and keep within budget. We handle a limited number of projects at any one time which are managed by firm principals (only). We are pragmatic in our project management approach, agreeing with you a process that reflects your priorities and business needs. We also believe in enjoying ourselves and want people to enjoy working with us. We want to make our working relationship a reciprocal and an easy process so we can get it right first time, every time. Without friction or confusion. Over the years we have been responsible for some of the biggest (and smallest) international, national and localised branding programs and have an excellent track record in working in partnership with our clients.

OUR FIVE CORE DESIGN DISCIPLINES

CORPORATE IDENTITY

ENVIRONMENT DESIGN

PACKAGING

EDITORIAL DESIGN

CORPORATE COMMUNICATIONS

OUR SERVICES

Brand Audit, Brand Evaluation & Reporting

Brand Mapping

Competitive Review, Analysis & Reporting

Research – Interviews, Qualitative

Strategic Development

Brand Workshops

Brand Blue Print

Naming

Brand Structure & Architecture

Identity Design

Packaging Design

Environmental Design (Interior Graphic Environments, Signage Programs, POS & Collateral)

Editorial Design (Company Profiles, Annual Reports, Product Brochures)

Corporate Communications (Corporate Campaigns, Recruitment Campaigns, Posters)

Visual Standards Manuals (a unique Online Brand Management System called BrandHub)

A SELECTION OF OUR CLIENTS PAST AND PRESENT

AAPT Telecommunications

Aboitiz Transport Group
(Philippines)

Acer International
(Taiwan)

Air Caledonia

Air Niugini

Allens Arthur Robinson

Aminco Australia

Andi's Liquor Barns
(Retail Branding)

ASAA (Snow Australia)

Australian Ballet Foundation

BHP

BPAY Pty Ltd

Brambles

Challenge Stadium

CIL Insurance

EPA (Environmental Protection Authority)

Fairfax Newspaper Group
(Environmental Design
Sydney 2000 Olympics)

Festival of Sydney

Fox Studios Australia

Freedom Furniture

GE Consumer Finance

GIO Australia Holdings Ltd

Goodman Fielder

Henry Davis York

Hero Supermarkets (Indonesia)

Homebush Bay

Kasian Architects
(Canada)

Knight Frank

Leightons Group

Leo Burnett (Sydney)

Lipman Pty Ltd

Medical Imaging Australasia

National Museum of Australia

NRMA
(National Roads & Motorist Association)

Oil Advertising Agency

ORBIS

Panasonic

Perisher (Ski Resort)

PDY Partners

Simply the Best
(Pronasindo Australia)

QANTAS

Quakers Inn (Kizar Pty Ltd)

Ricoh

RTA
(Roads & Traffic Authority NSW)

River Partners Pty Ltd

Ryan Hotel Group

Secure Parking

St. George Bank

Sheraton Fiji Hotel (Fiji)

Snooze

SOCOG
(Sydney 2000 Olympics)

Standards Association of
Australia

Stadium Australia

Subplot Design Inc. (Canada)

TressCox Lawyers

UndercoverWear Collection

Visa International (USA)
(Environmental Design
Sydney 2000 Olympics)

Westfield

Westpac Banking Corporation
> Challenge Bank
> Bank of Melbourne

WorkCover Corporation
(South Australia)



CONTACT INFORMATION

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